

CinemaScene

From *Brass Rings* to *CinemaScene*

September 1981 marks the realization of the hopes and dreams of many Home Office and field personnel. What you have before you is GCC Theatres' newest monthly communication vehicle for disseminating news, marketing information and other interesting reading material to employees around the circuit.

Brass Rings has been around for some 20 years and has served us well. But over the past year, it became increasingly apparent that our needs have outgrown the scope of the *Brass Rings* format. In deciding which direction to take, we went with a more professional look. This new design features typeset copy and pages chock-full of photos and graphics all printed on quality paper stock. Of course, this warranted a new name as well. Thus, *CinemaScene*.

As you read through this issue, you'll recognize traditional *Brass Rings* material under new column headings as well as the revitalization of former topics like Sweet Talk. Future plans are to include news about the film industry, news from the Home Office and field, trivia, puzzles and whatever else will be of interest to readers. *CinemaScene* gives us plenty of room to grow.

For a publication of this caliber to reach fruition, it involves a team effort. Jean Clement, Assistant to the Vice President of Budgeted Advertising and Promotion, is the creator and editor of *CinemaScene*. She's supported by Executive Secretary Edean Tsujimura, Steve Pritzker, Assistant Vice President of Communications Services, and Layout Artist/Illustrator Deborah Dodge.

Annual meeting held in suburban Boston

By the time this publication arrives at the theatres, all Regional Directors, Division Managers and Film Buyers will be involved in GCC Theatres' 27th annual meeting. This year's conference, entitled "Planning for Tomorrow," is being held at the Natick Hilton, a hotel in Natick, Massachusetts, 12 miles west of the Home Office.

An evening reception and dinner opened the week's events on Monday, September 21. Field and Home Office management will be involved in workshops, presentations and meetings dealing with all aspects of theatre operations for the next four days. A banquet Friday evening marks the close of what is expected to be one of the most intense, interactive annual meetings to date.

Greenwood Manager develops manual for Midwest Region

All five divisions in Lenny Mays' Midwest Region have a new forms instruction manual thanks to Kim Champer, Manager of Greenwood Cinema in Indianapolis, Indiana.



Kim Champer

Division Manager Charles Wesley has expressed high praise for the time and effort Kim spent assisting him in the preparation of this manual which is being used in the training of new



McCrosky's entry chosen for publication

CinemaScene, entered by Dale McCrosky, Manager of Raleigh Springs Cinema in Memphis, Tennessee, has been selected as the name of GCC Theatres' newly created news/marketing publication for field personnel. Dale will go down in history with this distinct honor. And to commemorate the occasion, we will be sending him the \$100 prize.

For months, the judges shuffled papers bearing more imaginative names than were ever anticipated. But, finally, *CinemaScene* ended up on the top of the heap. Actually, the selection process was a tedious and careful one. We didn't just happen to end up with this name. Out of the many excellent names entered, *CinemaScene* seemed to be the one that best described the contents planned for the publication: marketing information as well as news about our employees, our Company and this business we're all a part of.

Congratulations to Mr. McCrosky. May he and *CinemaScene* be with the Company for many years to come.

Managers and Assistant Managers.

Kim, in turn, gives credit to Gene Foster, Manager of Glendale Cinemas I-II-III and Levita Brummett, Manager of Pendleton Pike Drive-In, both in Indianapolis, for their help during the rough draft stages.

(Continued on Page 4)

President's message:

It is my pleasure to welcome our Regional Directors, Division Managers and Film Buyers to this our 27th Annual Meeting.

The theme for this meeting is titled "Planning for Tomorrow" and, appropriately enough, reflects our concern that we will be prepared to cope



with the many business and technological changes which this fast-moving world of ours is bound to create.

Toward this end, every effort has been made to prepare an agenda which most of you should find interesting, entertaining and - as always - challenging. During the coming week, we intend to exchange ideas, provide solutions for our problems and establish such objectives as will insure GCC's continued growth and its unequalled position of leadership in our industry.

We again solicit your cooperation and participation in these meetings for which, as ever, we will be most appreciative. Thank you.



Melvin R. Wintman, President
GCC Theatres, Inc.

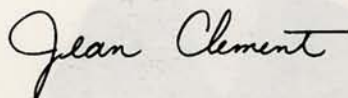
Editor's note:

We've put considerable time and effort into the first issue of your new publication. We're proud of what we've accomplished and hope you are too. But there's no time to rest on our laurels. We must start preparing the next issue right away.

And you must help me if this monthly publication is to become a viable part of the Company and serve you in the best possible way. You see the day-to-day activity in the field. You hear the news. You make the news. I can only compile and write the publication's copy based on the information that comes across my desk. So please send me, by way of your Division Managers (we need their blessings), news of activities at your theatres, photographs and newspaper clippings, guest editorials pertaining to film exhibition and theatre operation, and any other material you'd like to share with your fellow Managers around the circuit.

If you have a tip on a story of human interest or know of someone who has performed above and beyond the call of duty, please drop me a line or give me a call. I promise to check out all leads for a possible story. If you have suggestions as to what you'd like to see or not see in *CinemaScene*, if you have complaints or compliments on what we're doing or not doing, I'd love to hear from you.

We may be proud of what we've accomplished, but our pride is not so great that we don't realize this is only the beginning. *CinemaScene* will continue to grow and change over the months and years ahead. Improvement comes with age.



applause

TO: Clay Reed, Division Manager
Houston, TX

This letter is in regard to a valuable service done for me recently.

While I was viewing a movie at Northline Cinema, my hubcaps were stolen. There happened to be a witness who was kind enough to jot down the license plate number, etc. of the robber's car. He, in turn, turned this information into the Cinema Manager. The Manager, Mr. Les Coulter, turned it over to me and was nice enough to allow me to use his phone to contact the police and my husband, and to wait in the lobby until the police came. In fact, several employees from the cashier in the booth to the ushers went out of their way to assist me.

It's nice to know in this day and time strangers can still get involved and I think these people should be recognized and commended, and appreciation shown.

Mrs. Judy Faigle

TO: Scott Richard, Assistant Manager
Mercer Mall Cinema
Lawrenceville, NJ

I am obliged to you for sending my license back to me. As it happens, I am scheduled for a trip to Iowa where I must rent a car. Without a license, and your thoughtfulness, I'd have been in serious trouble.

Next trip to Mercer Mall I hope to say thanks in person.

Ferris Stout

Excerpt from *The Tab* newspaper, Newton, MA:

"...I am bold enough to review the different chains, the way their management operates, the way they handle crowds, and so on.

We're not dealing with gray areas. Some do a fine job and some stink. General Cinema has a nice clean place at the Chestnut Hill Mall. They keep things moving smoothly. Sure, you can still get wiped out in the parking lot as hysterical suburbanites unload cub packs from their Volvos, but once you make (it) into the building you know you're in good hands."

(Editor's note: Izzy Strier is Manager of Chestnut Hill Cinema.)

promotion of-the-month

Superman II party features body builders

The eve of the opening of *Superman II* was a special one in Monaca, Pennsylvania. Adele Evangelisto, then Assistant Manager of Beaver Valley Cinema (now Assistant Manager at University Cinema, Buffalo, New York), arranged a pre-premiere party for the general public

at a disco. In addition to the free admission, there was free wine and cheese for all.

Adele was able to get a radio station to co-sponsor the party thereby receiving promo announcements for two weeks in advance of the event. The lobby area of the club had been decorated with *Superman II* posters, stills and a standee to publicize the film and party several weeks before that.

The highlight of the evening's activities was a show put on by body builders, both men and women, from

a local health club. Warner Brothers provided poster kits, one sheets, albums and books to be used as giveaways throughout the evening, which ended with a slide presentation of scenes from *Superman II*.

★★★★★ promotions

Honey Creek Cinema promotes *Caper*

The most ambitious poster coloring contest/promotion for *Great Muppet Caper* sent to the Home Office to date was executed by Ray Linley, Manager of Honey Creek Cinema in Terre Haute, Indiana.

Ray set up a promo with a radio station and all the McDonald's restaurants in the city. Activities included Kermit posters passed out at the theatre and restaurants for a coloring contest. The entries were returned to these locations for display. The winner received Muppet glasses and an assortment of *Great Muppet Caper* articles donated by Hallmark. A four-week radio contest offered prizes of dinner for two at McDonald's and passes to the movie. Children could take their ticket stubs to McDonald's and receive a free ice cream cone. The fast-food operations conducted weekly in-store contests as well.

Los Angeles Co-op Rep helps to promote films

Gayle Wiskur-McKenna, Co-op Rep in the Western Region Office in Los Angeles, California, is a promotionally-minded woman. On numerous occasions, she has used her contacts and know-how to help Managers in that region set up radio and newspaper promotions. Together they have created contests, solicited prizes and acquired free air time or ad space with which to publicize current features. Below is an example of one such newspaper contest.

WIN

Tickets To The Premiere Of

Chu Chu AND THE Philly Flash

Starring Alan Arkin & Carol Burnett • Ticket Winners Who Attend Premiere As The Worst Dressed Couple In America Will Be Eligible To Win The Grand Prize Of:

- A Gift Certificate from the Wild West store.
- Dinner for 2 at Victoria Station (Universal) taken by Chauffeured V.I.P. Limousine

Additional Runner-Up Prizes will be Awarded



OFFICIAL RULES: Complete The "Chu Chu & The Philly Flash" Maze By Tracing A Line From The Start To The Finish Without Crossing Any Of The Lines. Send The Finished Maze To Daily News, Dept. E, 14539 Sylvan, Van Nuys, Ca. 91411 Along With Your Address. All Entries Must Be Postmarked No Later Than Wed. Aug. 5, 1981. Fox, General Cinema & Daily News Employees Are Not Eligible. 200 Pairs Of Tickets For The Premiere Which Will Be Held At The Sherman Oaks Cinema On August 13th, Will Be Chosen At Random From Correct Entries.

1981. All Rights Reserved by Fox.

Dads get equal time in Atlanta

When there's no time to create a new promotion, why not adapt one with proven success to a new occasion? That's just what Larry Anderson, Manager of Akers Mill Square Cinema in Atlanta, Georgia, did.

For Mother's Day it was a "Greatest Mom" contest. Then for Father's Day it was a "Greatest Dad" contest. Larry and reps of a local radio station felt that fathers and mothers deserve equal treatment and apparently the public did too. Over 300 entries were received during the two weeks the station plugged the contest. The "greatest" dad received a prize package worth \$500.

Tall people never sit in back of you at the movies.

sweet talk

For over a year, Sweet Talk was a terrific communication vehicle between the field and the Home Office Concession Department. Then, unfortunately, it had to take a back seat to some other things. You let us know it was missed...and we missed bringing it to you!

Well, now it's back and we hope it will stay! As long as *CinemaScene* is published, Sweet Talk will be a part of it!

Let's reopen those lines of communication! Let us hear about what you're doing in the area of concessions. Anything you feel may be a little "over and above," pass it on to us! If you've found a better way to do something, pass it on...and send photos! We want to hear from you!

Jack Leonard

Jack Leonard
Assistant Vice President-Concession

★★★★★ promotions

Endless love blooms in Fayetteville

Going into the third weekend of *Endless Love*, Leitner Ley, Manager of Cross Creek Mall Cinema, Fayetteville, North Carolina, decided to give the grosses a boost through a radio contest. From 6 a.m. to midnight, Monday through Friday, between the second and third weekends, callers became eligible for the grand prize, an "Endless Love Night on the Town" which included a dozen red roses and dinner for two provided by local merchants. The added publicity worked. Grosses for the third weekend surpassed those of the second.

Greenwood Manager

(Continued from Page 1)

Because of her background, Kim was the right person to tap for this project. She holds a bachelor's degree in business management and a master's degree in guidance and counseling from Indiana State University. She served as director of the

Patrons accept auxiliary equipment



This summer many Managers participated in the auxiliary cart and vending tray program. The Concession Department received many photos some of which are reproduced here to make everyone aware of what's been happening.

Auxiliary carts and vending trays were designed to help relieve the congestion at the regular stand during busy periods and to provide patrons with an easy way to get their corn and drinks. They also help crank up those per persons! And the patrons are delighted!

Bob Winchester, Manager of Prestonwood Cinema in Dallas, Texas, says "...our patrons seem genuinely

grateful that we would offer the opportunity to purchase concession items while in line."

There are several uses for both the trays and carts. They can serve as a semi-permanent lobby display and are movable for working both the lobby and the lines inside and outside the theatre.

We're providing a needed service! But just remember, we're not hawkers. Employees should use constraint and handle matters in good taste.

We thank all of you who participated this summer and look forward to more of you participating at Christmas.



Women's Resource Center while at ISU and received management training from Osco Drug and Montgomery Ward companies.

Four years ago this month, Kim started at Honey Creek Cinema in Terre Haute, Indiana, as Assistant

Manager. A year and a half later, she was promoted to Manager and sent to Washington Square Cinema in Indianapolis. She was transferred a few months later to Glendale Cinemas IV-V and then to Greenwood the following year.

specialized promotions

on the aisle

Phil Bauer

Managers who have cinemas in or adjacent to malls should take an afternoon to go out and introduce themselves to all the other managers in the mall. Dress casually, be friendly, and carry a few passes with you. Benefits? Well, nothing immediate. But such a gesture will surely pay off in time, especially when you want to set up some promotions such as those necessary for the Stride Rite summer Kid Show series. I used VIP tickets as a starting point for my introduction.

"Hi, I'm Phil Bauer, Manager of Lakehurst Cinema. I'd like to inform you that discounted theatre tickets are now available in your mall office." Do you think any store manager is going to kick you out for that? On the contrary, with such an introduction I made a lot of friends real quick.

Usually, since movies are a topic that generates a lot of interest, you can expect to be asked what's playing at your theatre, or if you have heard

the latest gossip about Tarzan, or "Isn't it dumb that Brooke Shields isn't old enough to see her own movie?" Any talk or discussion you have about movies will naturally be to your benefit since you will then have an opportunity to display your cinema knowledge, your charm and wit, etc. You'll become known and recognized, a personality if you will, in your arena of endeavor. You should jot down the names of managers and others and remember them. The next time you're in the mall, greet them by name. I guarantee that the next time you want to set up a promotion and solicit some gifts or prizes, you'll have a much easier time.

Sometimes deals and promotions are set up through the Home Office Department of Specialized Promotion. A perfect example would be the Stride Rite Kid Show series. Not every manager of a Stride Rite bootery is necessarily going to bring to the campaign the same energy and enthusiasm that you have. When this happens, don't despair. Armed with the foregoing information and the

following tips, your Kid Shows can still be a success. I might point out that we received rather lackluster support from our local Stride Rite store. But, with a little effort above the call of duty, we were able to get the series off level one.

How to solicit prizes is the subject of the following tips:

1) Approach friends and acquaintances who are also managers in other stores and businesses in your mall. These may indeed be folks you've met along the lines suggested in the first part of this treatise. These people may be more than happy to support you with a prize for your promotion since they already know you and what a great job you're doing.

2) Go to the many places that tend to have on hand a supply of coupons or gift certificates that would fit in with your needs. Managers of businesses who have control over vast quantities of such coupons are generously compliant. You can almost always get a coupon for a 'Whopper,' 'Big Mac,' ice cream cone, sometimes even for a 'meal-for-2' at a fine dining establishment. You must not fail, however, to praise the virtues of the promotion by reminding benefactors that what they're doing, in fact, is inexpensively advertising their product.

3) Pay a visit to your mall association promotions director. This person can be very valuable to you. Promotions are a very important aspect of mall operations. The promotions director will understand what you're trying to do and may have some suggestions to aid you. These people realize that whatever is good for your business is indirectly good for the entire mall. In my case, the promotions director supplied me with ten \$5.00 gift certificates (good for any place in the mall) as door prizes for the Stride Rite Kid Show series. Also, the mall people can tell you which other businesses are more able and willing to support you with door prizes for your various campaigns. They have learned this through long and sometimes bitter experience.

4) Many stores and businesses will offer incentives and services free in conjunction with a purchase. A free name and transfer with the purchase of a t-shirt was one of the prizes I solicited for the Stride Rite series.

5) When you get into stores that you're not sure of, be sure to point out all the support you've received from the previous places you've been to.

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First Savers Club sponsors mid-morning movies

Federal Savings and Loan Association's summer quarterly publication carried a story and photos on the First Savers Club's free movies for senior citizens at Eastland Mall Cinema in Charlotte, North Carolina. As many as 350 "seniors" attend this 10 a.m. program on a regular basis.

The publication has a circulation of 7500 copies distributed to area homes and businesses.



specialized promotions

Excerpts from merchant association newsletters

Kennedy Mall, Dubuque, IA: The children's movie is scheduled to start at 10:30 a.m. This will allow time for parents to drop off the kids and attend the fashion show.

Santa Anita Fashion Park, Arcadia, CA: The Christmas season will soon be upon us, and there is no better medium of advertising than our four theatre screens to extend season's greetings and to get your message

across for that last minute Christmas gift. We are limited in space so contact Peter Bobela, Theatre Manager, after 1:00 p.m. for further information.

Eastlake Square, Tampa, FL: Every Kid Show has been successful with an average of over 900 kids each week. No monies used for advertising as originally scheduled. Letters were sent to all day care centers, kinder-

gartens and elementary schools for excellent results.

Southlake Mall, Merrillville, IN: 7th Anniversary sale...The event has been themed "Southlake Mall Goes Hollywood" and everyone is encouraged to reflect the theme in their ads.

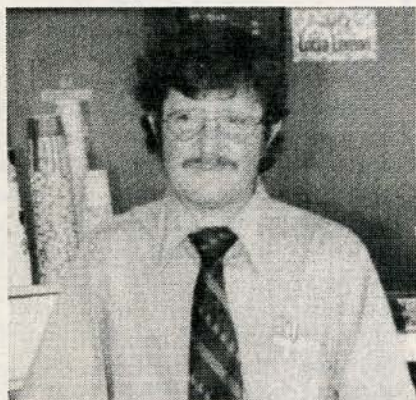
Every mall and/or association has a monthly newsletter that is directed to every merchant in your shopping center. Please send a recent copy of this newsletter to the Specialized Promotions Department at the Home Office along with the name of the promotion director.

on the aisle

(Continued from Page 5)

In closing, I would like to pass on a tip regarding the Home Office Specialized Promotions Department. Specialized Promotions welcomes your calls, comments, suggestions, and even cries for help. "Where do I go from here?" "What do I do now?" Call Irv Saver or Jim Kurland for help. These guys are busy but, believe me, they love to talk and some of their suggestions work like magic!!

About the guest editor...



Phil Bauer, Manager of Lakehurst Cinema in Waukegan, Illinois, holds a bachelor's degree in English and German from the University of Wisconsin and is a Ph.D. candidate in German at Washington University.

He started his career with GCC five years ago this month as Assistant Manager of East Towne Cinema in Madison, Wisconsin, then took over as Manager of Belvidere Cinema in Waukegan, Illinois, the following spring. In 1978, he was transferred to Lakehurst.

Phil is married to a native of Germany and lists movies, reading, baseball and comic book collecting as his hobbies.

Swensen's Ice Cream says "Thanks"

Show your clients the following letter from Swensen's Ice Cream Factory! Copies are available by writing to the Home Office Specialized Promotions Department.



Mr. Shahbaz Ahmed
Riviera Cinema I, II
1560 South Dixie Highway
Coral Gables, Florida 33146

Dear Mr. Ahmed:

Who would have thought that a year ago today we would be renewing two very successful programs. Your enthusiasm and continued assistance in no small way contributed to the overall success of our Swensen's Thursday Movie Program.

In reviewing both the General Cinema Audio Spot Program as well as your Ladies' Day Program, each in their own way has contributed to our effort of reaching and serving many new customers. The results which we have experienced to date are certainly long term and truly beneficial to our business. We here at Swensen's look forward to a long and very mutually rewarding relationship with you at the Riviera Cinema.

Once again we thank you for giving us the opportunity to participate in such worthwhile promotional programs.

Sincerely,

Jeannine Price
Jeannine Price
Executive Manager

Swensen's Ice Cream Factory • 1586 South Dixie Hwy. • Coral Gables, Florida 33146 • 305/661-1776

brass ring awards

With this issue comes a new abbreviated format for announcing the Brass Ring award winners. Although this allows for quicker, easier reading, it does not mean that the editor requires any less of a description concerning field activities. For the sake of clarity, understanding and fair judgment, all Brass Ring recommendations from Division Managers should be as descriptive as possible. Photos and clippings are also very helpful and give added support to projects.

\$25 BIG BRASS RING

SHAHBAZ AHMED, Manager, Riviera Cinema, Coral Gables, FL: relief Manager work and training of new Manager at another unit.

LARRY ANDERSON, Manager, Akers Mill Square Cinema, Atlanta, GA: two-week radio promotion for Father's Day with many donated prizes.

VAN BOTSARIS, Manager, Georgia Square Cinema, Athens, GA: poster coloring contest tied in with McDonald's restaurants to promote *Great Muppet Caper*.

DAVE CASE, Manager, Speedway Cinema, Indianapolis, IN: employees dressed in appropriate costumes to promote *Superman II*, *Caveman*, *Knight Riders* and *Great Muppet Caper*.

KIM CHAMPER, Manager, Greenwood Cinema, Indianapolis, IN: *Great Muppet Caper* promotion with local department store.

ADRIAN CRANE, Manager, Ocean County Mall Cinema, Toms River, NJ: appearance by Imperial Storm Trooper to promote *Star Wars*; promotional giveaway for *On the Right Track*; employees dressed as characters from *History of the World Part I* to promote film. (2 awards)

CHERI EURE, Chief of Staff, Eastland Cinema, Columbus, OH: refinishing all theatre seat arm rests at unit.

ADELE EVANGELISTO, Assistant Manager, University Cinema, Buffalo, NY: disco party/body builders demonstration to promote *Superman II* while Assistant Manager at Beaver Valley Cinema, Monaca, PA.

PAUL GELLOTT, Manager, Mentor Mall Cinema, Mentor, OH: crossplug promotion with two merchants for *Superman II*.

WILLIAM HOBBS, Chief of Staff, Four Seasons Cinema, Greensboro, NC: artwork for several *Superman II* displays.

MARK HOFSTEIN, Manager, and **MAGGIE WILD**, Assistant Manager, Sunset Hills Cinema, St. Louis, MO: radio promotion for Father's Day. (Share award)

BILL HOWE, Manager, Northgate Cinema, Decatur, IL: radio promotion for *Take This Job and Shove It*.

GRAY JONES, Manager, Four Seasons Cinema, Greensboro, NC: acquired use of mobile concession booth from Pepsi to sell products outdoors at Fourth of July celebration at mall and set up attractive lobby display for selling novelties.

JIM LEE, Manager, Altamonte Mall Cinema, Orlando, FL: radio promotion and prize giveaway at mall for premiere of *Superman II*.

LEITNER LEY, Manager, Cross Creek Mall Cinema, Fayetteville, NC: radio promotion during third week of *Endless Love*.

RAY LINLEY, Manager, Honey Creek Cinema, Terre Haute, IN: promotional tie-in with McDonald's restaurants and radio station for *Great Muppet Caper*.

MARK MELVIN, Manager, Hanes Mall Cinema, Winston-Salem, NC: *Great Muppet Caper* poster coloring contest with McDonald's restaurants.

MIKE MENNING, Manager, and **MARLENE PASS-MORE**, Assistant Manager, Pekin Mall Cinema, Pekin, IL: one award each for maintenance work; share award for in-theatre display and promotion for *Superman II*.

DAVID NEWMAN, Staff Member, Glendale Cinema, Indianapolis, IN: extensive painting at theatre.

KEVIN PHILLIPS, Manager, Market Place Cinema, Champaign, IL: *Great Muppet Caper* poster coloring contest tie-in with McDonald's restaurants.

BILL STIVER, Manager, Eastland Cinema, Columbus, OH: refinished all theatre seat arm rests at unit.

DREW TAYLOR, Manager, Wyoming Valley Mall Cinema, Wilkes Barre, PA: *Great Muppet Caper* poster coloring contest tie-in with McDonald's restaurants; free radio spots for sneak preview of *Nice Dreams*. (2 awards)

SCOTT UPDIKE, Staff Member, Glendale Cinema, Indianapolis, IN: extensive painting throughout unit.

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An Imperial Storm Trooper takes aim at Ocean County-Mall Cinema, Toms River, NJ, during a return engagement of *Star Wars*.

brass ring awards

(Continued from Page 7)

\$15 MEDIUM BRASS RING

WALTER BIEDER, Projectionist, Mentor Mall Cinema, Mentor, OH: continual repair of refreshment stand equipment.

GRAHAM BUCK, Staff Member, Four Seasons Cinema, Greensboro, NC: in-theatre display for *Raiders of the Lost Ark*.

MARK BURGHOFF, Manager, Northland Cinema, St. Louis, MO: repairs to various areas of theatre.

DAVE CASE, Manager, Speedway Cinema, Indianapolis, IN: Easter contests and decorations; crossplug promotion with McDonald's restaurants for *Great Muppet Caper*; promotion with spa for *Superman II*. (3 awards)

DOUG DENNIS, Staff Member, Mounds Mall Cinema, Anderson, IN: made Captain Chaos costume to wear through run of *Cannonball Run*.

BYRON EMERSON, Assistant Manager, and **WILLIAM HOBBS**, Chief of Staff, Four Seasons Cinema, Greensboro, NC: crossplug promotion with record shop for *Superman II*. (Share award)

DAVID HEINDEL, Staff Member, Mentor Mall Cinema, Mentor, OH: maintenance work.

The photo shown below, which recently appeared in the suburban Indianapolis, Indiana, newspaper, *Daily Journal*, creates a striking graphic effect.



Men of letters

If you want to know what movies are showing at the Greenwood Cinema, just ask Roger Pitzer, Keith Beasley, Rush Forward and Kevin Lowe. They're in charge of the theater's sign on U.S. 31 near the Greenwood Park Mall. Every Thursday night they clamber up the sign and post the next week's features.

RICHARD HERSHMAN, Manager, Sunrise Cinema, Ft. Lauderdale, FL: free newspaper promotion for *Superman II*.

JUDY HOPKINS, Staff Member, Lafayette Square Cinema, Indianapolis, IN: heavy duty theatre cleaning.

DOUG KIRBY, Staff Member, Lafayette Square Cinema, Indianapolis, IN: repair work.

LEITNER LEY, Manager, Cross Creek Mall Cinema, Fayetteville, NC: merchant tie-ins to promote *Raiders of the Lost Ark* and *Zorro, The Gay Blade*.

DAN LIGHTFOOT, Assistant Manager, Camelback Cinema, Scottsdale, AZ: Tie-in with pizza restaurant to promote *Dragonslayer*.

RAY LINLEY, Manager, Honey Creek Cinema, Terre Haute, IN: employees in costume and in-theatre contest to promote *Legend of the Lone Ranger*.

JEFF MATTHIESEN, Manager, Shelard Park Cinema, Minneapolis, MN: karate demonstration and appearance by star, Benny "The Jet" Urquidez, to promote *Force: Five*.

BRIAN McCOTTER, Staff Member, Northland Cinema, St. Louis, MO: painting at theatre.

MIKE O'NEILL, Manager, Expressway Mall Cinema, Jacksonville, FL: karate demonstration to promote *Force: Five*.

MARLENE PASSMORE, Assistant Manager, Pekin Mall Cinema, Pekin, IL: ongoing repairs and alterations of all employee uniforms.

JIM PATE, Manager, Whitehaven Cinema, Memphis, TN: continual crossplug promotion with record store.

LINDA ROWE, Assistant Manager, Mentor Mall Cinema, Mentor, OH: made and wore costume like character in *Superman II* to promote film.

JAMES STEWART, Manager, Parkdale Cinema, Beaumont, TX: set up booth during mall sidewalk sale to sell Entertainment Gift Books and publicize availability of theatre rentals for functions.

RICK STRIEBEL, Manager, Jamestown Mall Cinema, St. Louis, MO: Fourth of July lobby decorations.

PHIL THORNE, Manager, Springfield Cinema, Springfield, VA: summer-long crossplug displays with record store for *Raiders of the Lost Ark*.

GREG VIEHMAN, Staff Member, Northland Cinema, St. Louis, MO: various maintenance and painting chores.

DON WILLIS, Manager, Lauderhill Cinema, Ft. Lauderdale, FL: radio contest to promote *Bustin' Loose*.

\$5 SMALL BRASS RING

FRED DAHLKE, Manager, Randhurst Cinema, Chicago, IL
CHRIS KING, Assistant Manager, Thomas Mall Cinema, Phoenix, AZ

JEFF KLA VIR, Staff Member, Northridge Cinema, Northridge, CA

SHIRLEY RYAN, Manager, Eastland Mall Cinema, Bloomington, IL

DAMITA STEADMAN, Manager, Mounds Mall Cinema, Anderson, IN

DOUG THOMAS, Manager, Westwood Cinema, Houston, TX (2 awards)

CARL TRUDEL, Manager, Columbia City Cinema, Columbia, MD

activity calendar

ACTIVITY OF THE MONTH

Now that the summer is over, the students are back in school, and the height of the vacation season is over, Managers should schedule their staffs to help in cleaning and fixing up the theatres.

Start with a thorough inspection of the premises - carpets, lobbies, refreshment stands, auditoriums, restrooms, storage areas, exteriors of buildings. Make a note of any cleaning, repairing and restocking needs. Then take the necessary measures to see that the work is completed and everything is shipshape in time for the holiday season. It's just three short months away!

OCTOBER

Christmas Greetings - Now is the time to sell your Christmas Greetings. Contact merchants who advertised last year and renew them for this holiday season.

Audio Spots - Contact jewelers for open audio spots. They're

budgeting now for Christmas.

Senior Citizen Shows - Contact local banks to sponsor Senior Citizen Shows with your mall association.

VIP Ticket Sales - Concentrate on signing up new accounts for VIP ticket sales before the holiday season begins.

Kid Shows - Set up Saturday morning Kid Shows with local soft drink bottlers, radio stations, etc. to co-sponsor with your mall association.

Midnight Shows - October through mid-December are proven Midnight Show months. Develop sponsored and non-sponsored programs.

Holidays - Columbus Day the 12th, National Bosses Day the 16th, Halloween the 31st. Decorate theatres and plan promotional activities.

NOVEMBER

Entertainment Gift Books - Sell Entertainment Gift Books for the upcoming holiday season.

Holidays - Veteran's Day the 11th, Thanksgiving the 26th.

photo caption contest

Enter our "Photo Caption Contest." You may win \$25, \$15, or \$10! Just fill in your caption below, cut out this section and send it to the Budgeted Advertising and Promotion Department.

Deadline: October 13, 1981

Captions must pertain to the movie industry and be original and humorous.

1st Prize: \$25 2nd Prize: \$15 3rd Prize: \$10



Entry: _____

Entrant's name and position: _____

Location name and number: _____

July's winners



1st Prize - \$25

"Oh, no! The auditor's in town."

Don Willis, Manager, Lauderhill Cinema, Fort Lauderdale, FL

2nd Prize - \$15

"Wow! It's the 1982 model GCC mobile concession cart. What lines, what size, what volume. Wow! Super Wow!!!"

Homer Payack, Manager, Westchester Cinema, Miami, FL.

3rd Prize - \$10

"Look! that patron is picking up a cup!"
Dan Brantley, Manager, Big Town Cinema, Mesquite, TX.



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				\$ 325.00
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